

W. A. PIERCE & CO.

THE
NEXT
IMPORTANT THING

IMPORTANT - A HING

That'll absorb your attention is **New Years** and its attendant receptions. Crowds attend these parties to gather around the several departments where are sold Evening Dress Goods and Trimmings, Reception Gowns and Evening Laces. They should, something would be amiss if things were otherwise.

But the fact of it is this: We're head-quarters for Evening Wear in every sense of the term. No getting around that, and the fact that our prices are extraordinarily moderate.

We can suit you in everything you desire.

THE NEW DRESS GOODS
DEPT. 10

And GET THE NEW YEAR'S Wishes

some of the best. All the new shades of pink, blue, lavender, orange, cream and wide HENRIETTA, SILK AND WOOL LAMOURUS, 28 to 30 inches wide, 50c. No., #1 and #1.25 yard.

EVENING SILK BENGALINE, line in all the latest shades of light pink, salmon, light blue, turquoise and other colors too numerous to mention, including new shades of Nile and other greens. 40 inches wide..... #1.75 and #1.50 yd.

CHINA SILKS, 30 inches wide, all shades..... 87c. 75 yds. TD.

FIGURED CHINA SILKS, exquisite shades, in light pinks, cream whites and pastel colors..... 87c. 75 yds. TD.

24-inch CREPES and
CREPE-DECHINES for
evening wear, yard... **\$1.00**
SERIENT-STRIPE SAT-
INR 54 inches wide, ex-
quisite colorings, yard... **\$1.75**
24-inch Cream White SU-
PER, extra good value... **\$1.00 yard**
Triumphant to match.

EVENING AND RECEPTION GLOVES.
EVENING AND RECEPTION GLOVES.

New Years is not far off. You'll want
GLOVES fitting for the occasion. Here
are grand values in stylish evening shades.
Sensation lengths in primrose,
sage, pink, lavender, blue,
red and sage. Special... **\$1.50**

2-button lengths, in white,
pink, blue, primrose, red
and red. **\$2.00**

16-button lengths, in white,
pearl, pink, primrose, blue
and red. **\$2.50**

Evening 300s in all shades,
black, white, red, blue,
blue, pink, primrose and
lavender. . . 60 CTS. 75 CTS., \$1.25

SILK GLOVES for evening
wear, 16-button lengths, all
sizes, pink, red, lavender,
blue, pink and primrose. **\$1.25**

EVENING DRESS TRIMMINGS.

PEARL AND CRYSTAL GIRDLES in
white and white and gold, from \$2.75 to \$5.

EATON JACKETS, solid and crystal,
flowered effects, at all prices.

GLASS LACE in white and gold, white and blue, various combinations of colors, yard. **25c**

LACES FOR EVENING WEAR.

45-inch Colored Chiffons, in light pink, yellow, light blue, cardinal, gray, maize and black, per yard. **99c**

45-inch Champagne Chiffons, maize, cardinal, electric and light blue, ten and colored, yard. **\$1.48**

Colored Chiffon Jeweled Lace 2 match, 10 shades wide, yard. **\$12.00**

Same, 27 inches wide, yard. **\$18.00**

Bleached Laces, 1 to 5 inches
 wide, \$1.50 to \$6 per yard.
 Black Chantilly Net, 48
 inches wide, was \$2.75, **\$1.48**
 now.
 Satin, was \$1.55, now.....
 1 piece sale, was \$1.85
 yard, now..... **\$1.50**
 A full and complete line of White Appliques,
 Point Genre, Silk Chantilly, Point
 d'Inde and Oriental Laces in all widths,
 at the lowest prices.

W.	P.P.	H.E.R.	R.R.	O.C.	E.E.	&
A.	P.P.	H.E.R.	R.R.	O.C.	E.E.	
	P.P.	H.E.R.	R.R.	O.C.	E.E.	
	P.H.E.R.	R.R.	O.C.	E.E.		

"Where Quality's First; Profit's Second."

8TH SE. AND PA. AVE. N.W.

A
A
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A

K K A A U U F F F F M M A A N N N N
K K A A U U F F F F M M A A N N N N
K K A A U U F F F F M M A A N N N N
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900 PENNA. AVE. N. W.

Christmas tide must now step aside, and give heavy goods a show.

Don't any fear, snow will be there, and roaring

Blankets that are made once a pair at 69

To a California Pure Lamb's wool constitute the line

Will be on sale tomorrow at that floor

Don't miss this chance, for when they are gone,

will not come back.

FROM 25c. UP TO \$8.00
Are our Prices on Blankets for tomorrow.

We must reduce our large stock, and in order to secure our profits have been sacrificed, which always must be so.

50 PAIR LEFT
Of the originaly large Blanket at..... 25c

A Dollar 10-4 White Blanket at..... 69c
In sure cheap.

5 Pound White Blanket, the Lakwood brand, the lowest price less than \$1.45 is offered at..... \$1.10

10-4 Pink Blankets, imitation of the German Pink, which is also in the sale, will be sold at..... \$1.25

The price all along has been \$1.09.

10-4 Wellington and Missouri Gray.

11-4-8-10-12-14-16-18-20-22-24-26-28-30-32-34-36-38-40-42-44-46-48-50-52-54-56-58-60-62-64-66-68-70-72-74-76-78-80-82-84-86-88-90-92-94-96-98-100-102-104-106-108-110-112-114-116-118-120-122-124-126-128-130-132-134-136-138-140-142-144-146-148-150-152-154-156-158-160-162-164-166-168-170-172-174-176-178-180-182-184-186-188-190-192-194-196-198-200-202-204-206-208-210-212-214-216-218-220-222-224-226-228-230-232-234-236-238-240-242-244-246-248-250-252-254-256-258-260-262-264-266-268-270-272-274-276-278-280-282-284-286-288-290-292-294-296-298-300-302-304-306-308-310-312-314-316-318-320-322-324-326-328-330-332-334-336-338-340-342-344-346-348-350-352-354-356-358-360-362-364-366-368-370-372-374-376-378-380-382-384-386-388-390-392-394-396-398-400-402-404-406-408-410-412-414-416-418-420-422-424-426-428-430-432-434-436-438-440-442-444-446-448-450-452-454-456-458-460-462-464-466-468-470-472-474-476-478-480-482-484-486-488-490-492-494-496-498-500-502-504-506-508-510-512-514-516-518-520-522-524-526-528-530-532-534-536-538-540-542-544-546-548-550-552-554-556-558-560-562-564-566-568-570-572-574-576-578-580-582-584-586-588-590-592-594-596-598-600-602-604-606-608-610-612-614-616-618-620-622-624-626-628-630-632-634-636-638-640-642-644-646-648-650-652-654-656-658-660-662-664-666-668-670-672-674-676-678-680-682-684-686-688-690-692-694-696-698-700-702-704-706-708-710-712-714-716-718-720-722-724-726-728-730-732-734-736-738-740-742-744-746-748-750-752-754-756-758-760-762-764-766-768-770-772-774-776-778-780-782-784-786-788-790-792-794-796-798-800-802-804-806-808-810-812-814-816-818-820-822-824-826-828-830-832-834-836-838-840-842-844-846-848-850-852-854-856-858-860-862-864-866-868-870-872-874-876-878-880-882-884-886-888-890-892-894-896-898-900-902-904-906-908-910-912-914-916-918-920-922-924-926-928-930-932-934-936-938-940-942-944-946-948-950-952-954-956-958-960-962-964-966-968-970-972-974-976-978-980-982-984-986-988-990-992-994-996-998-1000-1002-1004-1006-1008-1010-1012-1014-1016-1018-1020-1022-1024-1026-1028-1030-1032-1034-1036-1038-1040-1042-1044-1046-1048-1050-1052-1054-1056-1058-1060-1062-1064-1066-1068-1070-1072-1074-1076-1078-1080-1082-1084-1086-1088-1090-1092-1094-1096-1098-1100-1102-1104-1106-1108-1110-1112-1114-1116-1118-1120-1122-1124-1126-1128-1130-1132-1134-1136-1138-1140-1142-1144-1146-1148-1150-1152-1154-1156-1158-1160-1162-1164-1166-1168-1170-1172-1174-1176-1178-1180-1182-1184-1186-1188-1190-1192-1194-1196-1198-1200-1202-1204-1206-1208-1210-1212-1214-1216-1218-1220-1222-1224-1226-1228-1230-1232-1234-1236-1238-1240-1242-1244-1246-1248-1250-1252-1254-1256-1258-1260-1262-1264-1266-1268-1270-1272-1274-1276-1278-1280-1282-1284-1286-1288-1290-1292-1294-1296-1298-1300-1302-1304-1306-1308-1310-1312-1314-1316-1318-1320-1322-1324-1326-1328-1330-1332-1334-1336-1338-1340-1342-1344-1346-1348-1350-1352-1354-1356-1358-1360-1362-1364-1366-1368-1370-1372-1374-1376-1378-1380-1382-1384-1386-1388-1390-1392-1394-1396-1398-1400-1402-1404-1406-1408-1410-1412-1414-1416-1418-1420-1422-1424-1426-1428-1430-1432-1434-1436-1438-1440-1442-1444-1446-1448-1450-1452-1454-1456-1458-1460-1462-1464-1466-1468-1470-1472-1474-1476-1478-1480-1482-1484-1486-1488-1490-1492-1494-1496-1498-1500-1502-1504-1506-1508-1510-1512-1514-1516-1518-1520-1522-1524-1526-1528-1530-1532-1534-1536-1538-1540-1542-1544-1546-1548-1550-1552-1554-1556-1558-1560-1562-1564-1566-1568-1570-1572-1574-1576-1578-1580-1582-1584-1586-1588-1590-1592-1594-1596-1598-1600-1602-1604-1606-1608-1610-1612-1614-1616-1618-1620-1622-1624-1626-1628-1630-1632-1634-1636-1638-1640-1642-1644-1646-1648-1650-1652-1654-1656-1658-1660-1662-1664-1666-1668-1670-1672-1674-1676-1678-1680-1682-1684-1686-1688-1690-1692-1694-1696-1698-1700-1702-1704-1706-1708-1710-1712-1714-1716-1718-1720-1722-1724-1726-1728-1730-1732-1734-1736-1738-1740-1742-1744-1746-1748-1750-1752-1754-1756-1758-1760-1762-1764-1766-1768-1770-1772-1774-1776-1778-1780-1782-1784-1786-1788-1790-1792-1794-1796-1798-1800-1802-1804-1806-1808-1810-1812-1814-1816-1818-1820-1822-1824-1826-1828-1830-1832-1834-1836-1838-1840-1842-1844-1846-1848-1850-1852-1854-
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The 11-4 Golden Gate, one of the finest 11-4's ever made. \$6.99
A great indulgence if you want something nice.

The 12-2 Comfort, the cheapest of those we offer is \$4.99
Made in the U.S. with great quality. But it's not cotton and good quality greens.

The 12-36 Comfort at \$1.99
Is also cotton on the side and is very red on the other.

The 12-12 Comfort is tulle, double hat and has \$2.69
the best of 12-12's.

We now offer the 12-35 Comfort at \$2.69
Wholesale for quality. One of the new high plain colors on the other.

One of those we offer is \$3.99
That should bring you \$6 as it should be. It's a great quality. It's made on both sides and feels pure white. It's not a real cotton. It's a real making it appear the same as a real cotton.

Now comfortable

DO YOU KNOW

That we went through our stock of Dress Goods and Broad Cloth and Fine Flannels, and filled two tables full of some of the choicest goods that we have and sell at about at 50, 75, 80c., \$1 and under one price on the entire lot.

49c.

Every piece guaranteed strictly all wool. You will find some two yards long and a full dress pattern.

Life is too short to say idle, therefore we shall leave our trade right through the balance of the season.

Change of advertising bargain. Look for them.

A. KAUFMAN,
909 PENN. AVE. N.W.
THE PEOPLE'S MONEY SAVER.

WALKER'S **STOCK**

J. J. Building Papers, Moth-proof Goods, Fire
Clay and Tile Asbestos, Fine Lining, Paper, etc., etc.
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